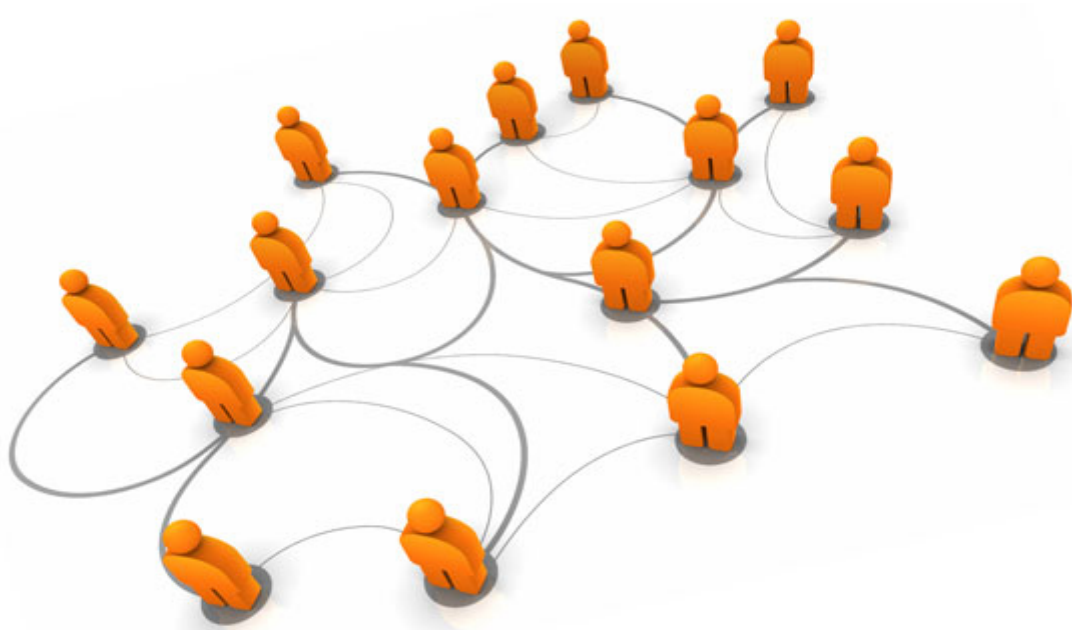




# Innovation and quality in web-based data collection



Supported by



Authors: Stephanie Steinmetz, Ana Slavec, Kea Tijdens, Ulf-Dietrich Reips, Pablo de Pedraza, Alina Popescu, Ana Belchior, Andreas Birgegard, Annamaria Bianchi, Ariel Ayalon, Arto Selkala, Alberto Villacampa, Bernardo (Dov) Winer, Boris Mlacic, Carl Vogel, Dag Gravem, Daniel Gayo Avello, Daniela Constantin, Daniele Toninelli, David Troitino, Dora Horvath, Edith De Leeuw, Ela Oren, Enrique Fernandez-Macias, Fanny Thorsdottir, Félix Ortega, Frederik Funke, Gian Marco Campagnolo, Goran Milas, Grünwald, Clemens, Gudbjörg Jonsdottir, Gustav Haraldsen, Guy Doron, Helen Margetts, Igor Miklousic, Ioannis Andreadis, Jernej Berzelak, Julijana Angelovska, Karin Schrittwieser, Kathrin Kissau, Katja Lozar Manfreda, Kirstine Kolsrud, Knut Kalgraff Skjak, Konstantinos Tsagarakis, Lars Kaczmirek, Laurent Lesnard, Liliana Mihaela Moga, Luis Lopes Teixeira, Marc Plate, Marcin Kozak, Marek Fuchs, Mario Callegaro, Marta Cantijoch, Martin Kahanec, Mateusz Stopa, Michele Ernst Staehli, Mihaela Neculita, Mirjana Ivanovic, Muriel Foulonneau, Naoufel Cheikhrouhou, Nicoletta Fornara, Niels Ole Finnemann, Nino Zajc, Nora Nyirå, Panayiotis Louca, Paulien Osse, Petroula Mavrikiou, Rachel Gibson, Ravi Vatrapu, Reuven Dar, Robert Pinter, Rocio Martinez Torres, Salima Douhou, Silvia Biffignandi, Solza Grceva, Sophie David, Suvi Ronkainen, Tamas Csordas, Timo Lenzner, Vaka Vesteynsdottir, Vasja Vehovar, Yavor Markov

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*The word cloud is based on content from the network's website at <http://webdatanet.eu/>*

## **A short history of WEBDATANET**

In light of the growing importance of web-based data in the social and behavioral sciences, WEBDATANET was established in 2011 as a COST Action (IS 1004) to create a multidisciplinary network of web-based data collection experts: (web) survey methodologists, psychologists, sociologists, linguists, economists, Internet scientists, media and public opinion researchers. The aim was to accumulate and synthesize knowledge regarding methodological issues of web-based data collection (surveys, experiments, tests, non-reactive data, and mobile Internet research), and foster its scientific usage in a broader community.



*Dissemination activity, Barcelona, 2014*

In the last three years WEBDATANET has grown into a multidisciplinary European network, which brings together more than 190 leading web-based data collection experts, from 30 countries of the European Union and abroad. Through its activities (conferences, workshops, training schools and short-term scientific missions) it has established a unique research forum, which contributes to the theoretical and empirical foundations of web-based data collection and enhances the integrity and legitimacy of these new forms of data collection. WEBDATANET has fostered the development of innovative research agendas and the drafting of cross-national research proposals. The network has also actively promoted the use of web-based data by supplying web-based teaching and discussion platforms and research exchanges.



*WEBDATANET members who attended the Cyprus meeting in Larnaca in 2014*

## Being innovative through cooperation & mobilization

Given the increased competition among scientific disciplines and research areas regarding innovative contributions, WEBDATANET provides the scientific community with a collaboration platform where current challenges and innovative ideas for web-based data collection can be exchanged, discussed and developed. Moreover, its multidisciplinary framework bundles expertise in a unique way.

In order to provide such a cooperation framework, the scientific scope of WEBDATANET is divided into three broad research themes emerging as important areas in the field of web-based data collection. For each theme, one working group (WG) was established, more information about WG topics can be found [on the website](#). The three research themes are ‘Quality issues of web surveys’ (WG1), ‘Innovations in web-based data collection’ (WG2), and ‘Guidelines, codes, standards, implementation and dissemination’ (WG3). Each WG can create task forces (TFs) and/or small groups (SGs) working towards a specific output stated in the original WEBDATANET proposal and the [Memorandum of Understanding](#).

Throughout the last three years WEBDATANET has established 28 TFs and 5 SGs. The work of some of the TFs has already been completed, while others are still demonstrating the huge variety of expertise within the network and the focus on up-to-date collaborations. The newest TFs concern topics such as mobile research (TF19), paradata (TF20) and the use of web-data/big data for applied economics (TF25).

WG1: QUALITY	WG2: INNOVATIONS	WG3: IMPLEMENTATION	ORGANISATIONAL & OTHER TFs SGs
<p><b>TF1:</b> Challenges and pitfalls of measuring wages via web surveys – some explorations on weighting</p> <p><b>TF2:</b> Evaluation of questionnaire quality</p> <p><b>TF3:</b> Web surveys and mixed modes in representative samples</p> <p><b>TF4:</b> Internet panels in Europe</p> <p><b>TF24:</b> Experiments on students samples</p> <p><b>TF 30:</b> Using Internet panels in public opinion research</p>	<p><b>TF6:</b> New types of measurement</p> <p><b>TF7:</b> Informing web surveyors: Webdatametrics workshops</p> <p><b>TF9:</b> Improvement of iScience portals</p> <p><b>TF15:</b> Web data collection from non-reactive sources</p> <p><b>TF19:</b> Mobile research</p> <p><b>TF20:</b> Paradata</p> <p><b>TF22:</b> Pilot study to examine the potential of Twitter and Facebook in the election year 2013 in Germany (PEP-TF)</p> <p><b>TF29:</b> Media metrics and web-data</p> <p><b>SG1:</b> Social desirability</p> <p><b>SG2:</b> Dynamic text fields</p> <p><b>SG3:</b> Two-dimensional scaling</p> <p><b>Finished:</b></p> <p>TF5: Organization workshop Bergamo</p> <p>TF8: Dissemination of WG2 findings</p>	<p><b>TF10:</b> General framework for error categorization in Internet surveys</p> <p><b>TF11:</b> How web-based data collection is changing the empirical (social science) research</p> <p><b>TF12:</b> Webdatametrics Master Academic Board</p> <p><b>TF16:</b> Selecting surveys and implementation guidelines</p> <p><b>TF 17:</b> Going towards integrated web data collection in official statistics?</p> <p><b>TF 21:</b> GenPopWeb: Using the web to survey the general population</p> <p><b>TF25:</b> Web data, digital data and applied economics</p>	<p><b>TF13:</b> WebSM improvement</p> <p><b>TF14:</b> Development &amp; supervision Website</p> <p><b>TF23:</b> WebDataNet Long-Term Strategy</p> <p><b>TF26:</b> Webdata journal</p> <p><b>TF 27:</b> Organization Greece meeting</p> <p><b>TF 28:</b> Organization Salamanca conference</p> <p><b>Finished:</b></p> <p><b>TF18:</b> Organization Iceland meeting</p> <p><b>SG5:</b> Organization Ljubljana Training School</p>

WEBDATANET structure with WGs, TFs and SGs in 2014

## What has been achieved

Within the framework of WEBDATANET different forms of collaboration are encouraged and supported, such as meetings, conferences, short term scientific missions, workshops and other forms of outreach activities. During the last three years, among other events, WEBDATANET has organized or supported the organization of:

- 2 WEBDATANET conferences as well as 24 conference sessions at the European Congress of Methodology (EAM), Conference of the European Survey Research Association (ESRA) and the International Conference on Social Science Methodology (RC33);
- 7 MC-WG-TF-SG meetings;
- 10 workshops on topics such as ‘Big Data’, ‘Weighting’ and ‘Non-reactive data’;
- 1 Training School on implementing high-quality web surveys;
- 19 Short-Term Scientific Missions (STSMs) of individual researchers to ensure mobility and close collaboration among them—in particular Early Stage Researchers. The topics covered demonstrate again the range of expertise distributed among the WEBDATANET community.

Some STSM impressions & experiences:

Tim Kuhlmann (*PhD student, University of Konstanz, Germany*)

STSM on **WEBDATA in Health Psychology** at the Universidad de Deusto, Spain

“The STSM allowed me to discuss methodological details of the online lifestyle intervention we were developing



at the time, as well as to elaborate on further ideas concerning collected data and new experiments. The short visit not only helped in developing and finalizing the existing projects, it also provided a great opportunity to discuss future research topics. WEBDATANET gives researchers from different countries the opportunity to collaborate in-depth. Without funding from WEBDATANET this research visit and its follow-up of a number of current studies and papers would not have been possible. The research visit also paved the way for my current position in the new [iScience research group at the University of Konstanz.](#)”

Anže Sendelbah  
(*PhD student, University of Ljubljana, Slovenia*)

STSM on **Web survey paradata: evaluation of current implementations and potentials** at the NatCen Social Research, UK



“My STSM has supplied me with additional know-how on how to approach my research problems. Furthermore, I also got access to rich survey and paradata datasets that will be valuable to test my hypotheses. I think WEBDATANET provides a great opportunity for formal and informal linking, collaborating and communicating with different experts on web-based data collection.”

Dr. Melanie Revilla (*Post-doc researcher, University Pompeu Fabra, Barcelona, Spain*)

STSM on **Representativeness of the ELIPSS online panel and added value of including respondents with no previous Internet access** at the Socio-Political Data Centre (CDSP), Paris



“The STSM gave me an opportunity to start working on a topic with which I was not so familiar, with the help of the researchers from the host institution. Once I went back to my university; I was then able to continue on my own much more easily. I think the main strength of WEBDATANET is its diversity: it is multidisciplinary, you can find members from different areas of research related to web data and from many different countries, some are well-known experts in the field and others are early stage researchers, and in WEBDATANET all these people work together in a very stimulating environment.”

As dissemination of knowledge is a core task of WEBDATANET, we have distributed our results and findings through different activities and channels, among them:

- 5 books, 15 book chapters, 45 published articles and 23 submitted articles
- 7 [WEBDATANET-AIAS Working papers](#)
- Several presentations for the promotion of WEBDATANET at the [8th IZA/World Bank Conference \(IZA, Bonn, Germany\)](#), the [2nd Open Economics International Workshop \(MIT, Boston, USA\)](#) as well as the GOR (Mannheim & Cologne, Germany).

For more information about WEBDATANET publications and dissemination activities, please click [here](#).

Moreover, we have supported the continuation of cooperation between WEBDATANET members through the participation in

- 32 calls for proposals at the national and international level;
- 22 of which have been accepted and 10 are still pending.

WEBDATANET did not only actively contribute to the discussion within the academic community, but also established cooperation with private enterprises (such as Google, TNS, Net Metrix, Global Market Insite), official and public institutions (such as Statistic Austria, Statistic UK, Statistic Netherlands, FORS, GESIS) and European and International institutions (such as the Worldbank, ILO, Eurofound) to exchange knowledge and expertise and bridge the divide between ‘theory’ and ‘practice’.



*WEBDATANET MC meeting in Mannheim, 2013*

Interview with  
WEBDATANET  
collaborator Prof. Edith  
de Leeuw (University of  
Utrecht, The Netherlands)



**Edith, what do you think is the strength of WEBDATANET**

It is an international group of both beginning and advanced researchers interacting regularly. Moreover it offers opportunities to meet face to face to develop and exchange ideas and discuss working papers.

**How does WEBDATANET support or has supported your own research?**

It is a stimulating environment that encourages new ideas and gives me support.

### What is the contribution of WEBDATANET for the community of web-based data collection researchers?

It offering an effective communication platform and it supports young researchers by giving them chances for international cooperation

### What is the future of WEBDATANET?

It would be great if this cooperation could be continued after the current grant period. However, the present contacts and cooperation between researchers in WEBDATANET will certainly continue to the benefit of all!

**Thank you for your time!**



Participants of the WEBDATAMETRICS workshop in Bergamo, 2013

### Looking ahead – what does the future look like?

WEBDATANET will continue working on the issues described above until June 2015. In the up-coming months several activities are planned:

#### • 8th MC-WG-TF MEETING

The next MC-WG-TF meeting will take place from **September 29<sup>th</sup> to October 1<sup>st</sup> of 2014** in Alexandroupolis, Greece. The main purpose of this meeting will be to offer TFs and SGs the opportunity to further prepare the up-coming general

conference. Moreover, the MC will take decisions about the organization of the General Conference (for more information, see the [programme](#)).

#### • 2nd TRAINING SCHOOL on PARADATA

The 2<sup>nd</sup> training school will take place from **October 1<sup>st</sup> to 3<sup>rd</sup>, 2014** in Alexandroupolis, Greece. It will provide trainees with theoretical and practical knowledge on Web survey paradata. It will offer answers to the following three questions: i) what kind of information can we derive from web survey paradata? ii) how can we collect this information? and iii) how can we use this information? The training school is tailored to the needs of researchers from across Europe wanting to learn how they can collect and analyze web survey paradata and who wish to apply this knowledge by visiting one of the WEBDATANET partners producing web survey paradata (for more information, see the [programme](#)).

#### • WEBDATANET GENERAL CONFERENCE

The biggest WEBDATANET event will take place in Salamanca, Spain, from **26<sup>th</sup> to 28<sup>th</sup> of May, 2015**. It aims to bring together researchers and experts from throughout the world to exchange research on topics related to web-based data collection and analysis methods. The call for sessions is now open and will close on **August 20<sup>th</sup>, 2014** (for more information, see the [call for sessions](#)).



• **MASTER in WEBDATAMETRICS**

The *Master in Webdatametrics– web based data collection and analysis*–offers a top quality programme in the area of Internet-based data collection methods and Big Data analysis. The Webdatametrics concept emerges from the existing diverse variety of disciplines related to web data collection methods and analyses. Putting this knowledge together, Webdatametrics students will generate new knowledge and take advantage of information and communication technologies to collect data for scientific and business purposes. The first Master edition will start in **September 2015** (more information about the Master can be found [here](#)).



**Interested in joining?**


WEBDATANET encourages people who are involved and interested in web-based data collection to join the Action. Participants of WEBDATANET are:


- senior/junior researchers and university students in the field of web-based data collection as well as academic research institutes involved in the coordination of European and worldwide surveys;
- commercial market research and public opinion agencies;
- governmental agencies and institutions carrying out web surveys;

- international and national public policy-makers.

Although there are specific rules and requirements on how to become a member of the Action, participation is rather easy to achieve. For more information about the network, please visit our homepage:

<http://webdatanet.eu/>

 Connect with us on [LinkedIn](#)

 Like us on [Facebook](#)

 Follow us on [Twitter](#): [@WebdatanetCOST](#)

**Or contact us directly:**

**Mr. Fernando Pinto Hernández**

(Scientific & financial administrator)

University of Salamanca, Spain

Email: [pintoyhernandez@gmail.com](mailto:pintoyhernandez@gmail.com)

**Dr. Pablo DE PEDRAZA (Action chair)**

University of Salamanca, Spain

Email: [pablodepedraza@usal.es](mailto:pablodepedraza@usal.es)

**Dr. Stephanie STEINMETZ (Action vice chair)**

University of Amsterdam, Netherlands

Email: [s.m.steinmetz@uva.nl](mailto:s.m.steinmetz@uva.nl)

**WG 1 chair & vice chair**

Dr. Katja Lozar Manfreda  
([Katja.Lozar@fdv.uni-lj.si](mailto:Katja.Lozar@fdv.uni-lj.si))

Dr. Gudbjörg Andrea Jonsdottir  
([gudbjorg@hi.is](mailto:gudbjorg@hi.is))

**WG 2 chair & vice chair**

Prof. Dr. Ulf-Dietrich Reips ([reips@uni-konstanz.de](mailto:reips@uni-konstanz.de))

Dr. Kathrin Kissau  
([kathrin.kissau@gmail.com](mailto:kathrin.kissau@gmail.com))

**WG 3 chair & vice chair**

Prof. Dr. Silvia Biffignandi  
([silvia.biffignandi@unibg.it](mailto:silvia.biffignandi@unibg.it))

Dr. Fanney Thorsdottir ([fanneyt@hi.is](mailto:fanneyt@hi.is))